



# ORDER

Flight Dates **09/28/12-10/04/12**

Contract / Revision **311579 /**

Original Date / Revision  
09/19/12 09/19/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane  
Alexandria, VA 22314**

Product  
**NRCC IE 2012**

Agency Com 15%

Billing Contact  
**815 Slaters Lane  
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3216**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 10% Market Value 225000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	40500
KPNX	12%	27000
KPPX	%	0
KSAZ	24%	54000
KTVK	30%	67500
KTVW	%	0
KUSK	%	0
KUTP	6%	13500
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	9	\$5,346.50	\$6,290.00	0.00
October 2012	29	\$13,778.50	\$16,210.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$19,125.00</b>	<b>\$22,500.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	9	\$5,346.50	\$6,290.00
10/01/12	10/04/12	29	\$13,778.50	\$16,210.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/28/12	09/28/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----F--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	----F--					1	\$450.00		0.00		
N 2	KNXV	10/01/12	10/04/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWT---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/01/12	10/07/12	MTWT---					4	\$450.00		0.00		



KNXV

Print Date: 09/19/12

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Contract / Revision **311579** Flight Dates **09/28/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product **NRCC IE 2012**

Estimate # **3216**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	09/30/12	09/30/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$250.00		0.00			
N 4	KNXV	09/28/12	09/28/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,200.00		0.00			
N 5	KNXV	10/01/12	10/04/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					3	\$1,200.00		0.00			
N 6	KNXV	09/28/12	09/28/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,090.00	P-2	0.00	NM	1	\$1,090.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,090.00		0.00			
N 7	KNXV	10/01/12	10/04/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$1,090.00	P-2	0.00	NM	4	\$4,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,090.00		0.00			
N 8	KNXV	09/28/12	09/28/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,400.00		0.00			
N 9	KNXV	10/01/12	10/03/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTW----	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					3	\$1,400.00		0.00			
N 10	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,400.00		0.00			
N 11	KNXV	09/28/12	09/28/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	----F--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$200.00		0.00			
N 12	KNXV	10/01/12	10/04/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	MTWT---	:30	8	\$200.00	P-3	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					8	\$200.00		0.00			
N 13	KNXV	09/28/12	09/28/12	M-F 1206am-1236am M-F 1206am-1236am	CM	1206am-1236am	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$100.00		0.00			
N 14	KNXV	10/01/12	10/04/12	M-F 1206am-1236am M-F 1206am-1236am	CM	1206am-1236am	MTWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					4	\$100.00		0.00			
N 15	KNXV	10/01/12	10/04/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWT---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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**KNXV-TV  
PHOENIX**Contract / Revision    **311579**    Flight Dates **09/28/12-10/04/12**Hiatus DatesOriginal Date / Revision    09/19/12/    09/19/12Order Sep    00:20:00Advertiser    **NRCC IE**Product **NRCC IE 2012**Estimate #    **3216**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	10/01/12	10/04/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWT- - -	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT- - -					1	\$150.00		0.00			
N 16	KNXV	10/01/12	10/04/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWT- - -	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT- - -					2	\$50.00		0.00			
Totals														38	\$22,500.00